Abstract
The process of redesigning “The Metamorphosis” by Franz Kafka. This is a dark, German classic that has been designed countless times before. The main goal of this project was to create something unique that would stand out. Brainstorming, mind mapping, and visual analysis were all used in the creation of this book. The manipulation of text, image, and layout enhance the twisted narrative by adding to the reading experience.

Question
How do you redesign a classic book in a new unique way?

Methods
Mind mapping
In creating this, you branch off from one main idea into smaller, more specific ones. Then, by combining these ideas, you can create new, interesting concepts that could be incorporated into the mindmap visually, or sketched separately. This enables more creativity by allowing us to explore further to find deeper concepts, rather than common surface-level ones that are likely overused.

Mood boards
Collections of found pieces that allow designers to visually explore and communicate their desired look. This can include colours, textures, inspirations, and other visuals that add to the effects and mood they want to portray.

Visual analysis
By analyzing what is already out there, we can determine common design characteristics. When looking at previous cover design for the novel, many books used decorative typefaces, illustrated art, and dramatic colours. Many of these covers use texture and colour to look like old paper.

Results
To separate my design, I used limited colour to allow the reader to engage with the imagery by moving the book and seeing its interaction with the light. The cover is illustrated in a way that creates a 3D effect, bringing the audience into the madness. As the story progresses, the type becomes distorted almost glitching into a typewriter-styled font that overlaps the original in a messy way. The end of chapters is shown through the repetition of a phrase over and over, as if echoing or being repeated to the point of insanity. When Gregor dies, the story pauses, and the next page is black. This slows the reader down to let this death and the despair sink in.

Conclusion
This redesign of Metamorphosis provided me with a better understanding of the book and of working with type as well. Being able to incorporate the design process helped me to create a more unique and modern take on an old classic.

References
Please see print out for image references.

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